

0927 '00 APR -7 A9:46

March 23, 2000

Docket Management Branch
HFA 305
Food and Drug Administration
5630 Fishers Lane, Room 1061
Rockville MD 20852

Dear Sirs:

Enclosed please find a letter that I had writing to the NY Times in October. I have highlighted the issues of concern to me that pertain to government control of labeling and packaging, in regard to the Coca Cola Company.

I did send a copy of this letter on Oct. 25, 1999 to:

Food And Drug Administration
5600 Fishers Lane Room 1685
Rockville, MD 20857

My letter was routed to "Labeling", which contacted me on March 22, by telephone. When I re-contacted the person who called me and reiterated my complaint over the phone, I was told that a proposal regarding AND/OR LABELING for soft drinks was pending and that no final decision had as yet been issued. Apparently, this proposal was made in the 1993 Federal Register. I am a normal citizen of the USA. I *do not* read the federal register, but I *do* know when I'm being "had". The Coca Cola Company wishes to pull the wool over the eyes of the American public and any regulation that would allow AND/OR LABELING would be complicity by the US Government in that deception. I strongly oppose this proposal, (Docket: 90N-361M) and I would assume most other consumers would agree with me. Corn syrup is cheaper than sugar. The product is inferior to its original yet it advertises itself as ORIGINAL FORMULA...false advertising is one thing, but getting the US Government to sanction deception is another thing. I am furious about this. I am also furious about how long it takes the government to respond to consumer complaints. Most Americans are too busy to follow up on these kinds of things. We expect you to be safeguarding our rights. Allowing ambiguous labeling makes a mockery of the idea of "Labeling". Either it's in there or it isn't...it should be pretty simple. I hope that you will reconsider the idea of ambiguous labeling. Please be concerned about the needs and the rights of the public and not about the profit margins of the Coca Cola Company. As a citizen, I see that as being your job. This never really should have been considered, no less allowed for the past seven years. Please retract this proposal immediately.

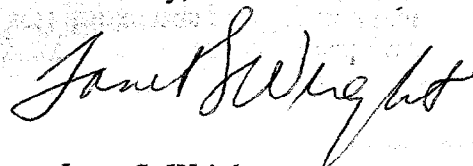
You may respond to these concerns either by post or by e-mail. My mailing address is: 37 Park Street, Easthampton, MA 01027. My e-mail address is: janetswright@excite.com

Thank you for your **prompt** consideration of these matters.

90N-361M

Sincerely,

C277



Janet S. Wright

Oct. 24, 1999

The New York Times
Business Day Section
229 West 43 Street
New York, New York 10036

Dear Mr. Lelyveld;

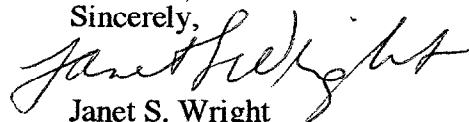
I was very interested to read the article by Stuart Elliott and Constance L. Hays in last Tuesday's *Times*. I have recently been very disappointed in the Coca Cola Company, so I was hoping that your article would bring my frustrations to light. However the article, which emphasized the advertising aspects of the company's concerns, never touched on the issues significant to me. Indeed, even the quotes from the Coca Cola Company showed me that the idea of product reliability is of much less significance to the company than the marketing aspects of sales.

If Coke truly wanted to invoke "fireworks on the tongue" and "a little magic", they would do well to go back to the original product we all knew and loved as children. Coke may be the best selling soft drink in the world but it isn't the same throughout the world as it is in America. The aggravating reality is that Coke in Europe is significantly BETTER than Coke in the US. Somewhere along the way, the Coca Cola Company decided to use corn syrup as the sweetener in US Coke, while continuing to use sugar in its European product. The sugar-sweetened Coke has a much brighter and sharper taste. Unfortunately for American Coke aficionados, there seems to be no recourse other than to enjoy Coke abroad and drink something else at home...which is what many of us do. Obviously, the Coca Cola company is not interested in advertising this information to its customers...over time people do forget what REAL Coke tastes like. Until they go abroad and "discover" THE REAL THING again. Coke might do well to realize that although they are still number one, they have lost many customers over the years. They could be number one by a much larger margin if they went back to their original formula...but then the only margin they truly care about might be affected negatively. Their profit margin might not be so high, because sugar is more expensive than corn syrup and that, after all, is truly all they care about, despite the high-blown rhetoric.

What really upsets me is the compliance of the federal government in misleading the American public. How can the Coca Cola Company be allowed to write "ORIGINAL FORMULA" in block letters on its packaging? That seems an obvious case of false advertising to me. I am also concerned that they are permitted to list their ingredients as "fructose corn syrup and/or sucrose". Again this seems like a ploy to dupe the consumer. I wonder what the government is thinking to allow such ambiguous labeling. I suppose, since the Coca Cola Company has increased its profits at the expense of the quality of the product, it has more funds available for lobbying.

I hope you will print this letter to inform others of this betrayal. I know it's "only a soft drink", but for many of us Coke was something we thought we could rely on to be a truly American taste. They can change the packaging and the uniforms and the advertising; they can talk about "Coca Cola the institution" ad nauseum; they can suggest that "people are looking for touchstones that are real, dependable and genuine"; but until they make Coke back into what it always was, they are just blowing smoke screens. If "only the unique sensory experience of an ice-cold Coca-Cola brings a magical delight to the real moments of my life", I guess I'll just have to go to Europe to experience those moments.

Sincerely,



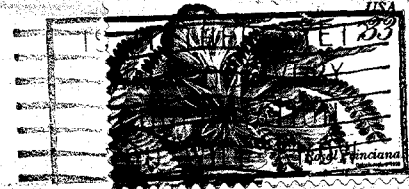
Janet S. Wright
37 Park Street
Easthampton, MA 01027

Dear Sirs -

I was given 3
incorrect phone numbers
when I attempted to
contact this agency
(Dockets) by phone.

If this is NOT the
correct address PLEASE
see that my letter is
sent to the correct place
so that my concerns can
at least be NOTED if not
dealt with. Thank you
Janet Wright

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01027



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